

## CLAIMS

1. A method comprising:

5 providing an electronic form;

receiving user-entered data for at least one field present in the electronic form;

and

10 providing a link that, when activated, establishes a voice channel between the passenger and a customer representative and provides a unique identifier associated with the user-entered data that enables a customer representative to retrieve the user-entered data.

2. The method of claim 1 comprising retrieving, by a computing device associated with the customer representative, the user-entered data based on the unique identifier.

3. The method of claim 1 comprising authenticating a user before providing the electronic form.

4. The method of claim 1 in which providing the electronic form comprises providing the electronic form for display on a wireless handheld device.

5. The method of claim 1 in which the unique identifier comprises an extension of a phone number.

6. The method of claim 1 in which the electronic form is for making a reservation with a transportation service provider.

7. The method of claim 6 in which receiving user-entered data comprises receiving user-entered data corresponding to a pick-up location, a drop-off location, a date service is required, and a time service is required.

8. The method of claim 6 in which the reservation is associated with reserving a vehicle and a driver.

9. A system comprising:

a first computing device adapted to:

display an electronic form,

receive user-entered data for at least one field present in the electronic  
5 form, and

display a link that, when activated, calls a customer representative and provides a unique identifier associated with the user-entered data that enables a second computing device to retrieve the user-entered data based on the unique identifier.

10 10. The system of claim 9 comprising:

a second computing device adapted to:

receive the unique identifier, and

retrieve the user-entered data based on the unique identifier.

11. The system of claim 9 in which the first computing device comprises a wireless  
15 handheld device.

12. The system of claim 9 in which the unique identifier comprises identification of a voice channel so that the voice channel cannot be accessed by a unauthorized person.

13. The system of claim 9 in which the first computing device has a capability to accept input via voice activated commands.

14. A computer program product, tangibly embodied in an information carrier, the  
computer program product comprising instructions operable to cause data processing  
apparatus to:
- provide an electronic form;
- receive user-entered data for at least one field present in the electronic form;
- and
- provide a link that, when activated, establishes a voice channel between the  
passenger and a customer representative and provides a unique identifier associated  
with the user-entered data that enables a customer representative to retrieve the user-  
entered data.
15. The computer program product of claim 14, wherein the instructions are further  
operable to cause the data processing apparatus to enable the customer service  
representative to enter additional information not included in the user-entered data  
to make a reservation to enable dispatching a car and billing the passenger  
accordingly.
16. The computer program product of claim 14, wherein the instructions are further  
operable to cause the data processing apparatus to retrieve, by a computing device  
associated with the customer representative, the user-entered data based on the unique  
identifier.
17. The computer program product of claim 14, wherein the instructions are further  
operable to cause the data processing apparatus to authenticate a user before  
providing the electronic form.
18. The computer program product of claim 14, wherein the instructions are further  
operable to cause the data processing apparatus to provide the electronic form for  
display on a wireless handheld device.
19. The computer program product of claim 14, wherein the unique identifier comprises  
an extension of a phone number.

20. The computer program product of claim 14, wherein the electronic form is for making a reservation with a transportation service provider.